# “Impact of Social Media on buying behaviour of women a critical study with reference to Nanded district ”

**- Synopsis -**

**- SUBMITTED TO -**

**Swami Ramanand Teerth Marathwada University, Nanded**
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## Introduction:

The Term Advertising originates from the Latin word 'Adverto' which means to turn around Advertising thus denotes the means employed to draw attention to an object of propose. In the marketing context, advertising has been defined' as any paid form of known personal presumption and promotion of ideas, goods or services by an identified sponsor. Through paid for presentation, the advertising intents to spread his ideas about his product/offerings among his customers and prospect. Advertising is a form of mass communication. It is paid for by sponsors (seller) who wants to communicate about his product or service to his customers. The advertiser or sponsors wants to persuade and induced the readers, viewers, listeners to take some action, viz, to by the advertised the product so that the advertiser can have profitable sales.

Advertising can be defined as a mass, paid communication(presentation and promotion) of goods, services or ideas by an identified sponsors It is paid communication because the advertiser has to pay for the space or time in which his advertisement appears. Advertising appears in the recognized media, such as news papers, magazines radio, television, cinema film, outdoor hoardings and posters, direct mail and transit(car cards) & recently by using social media's such as facebook,whatsapp,You tube,Telegram,instagram etc.

Advertising is a major promotion tool. It has the following basic plus points or strengths as a promotion tool. Offers planned and controlled message. It can Contact and influences numerous people simultaneously, quickly, and at a low cost per prospect. it is called mass means of communication. It has the ability to deliver message to audience with particular demographic and socio-economic features. It can deliver the same message consistently in a variety of context. It can reach prospects that can not the approached by salesmen, e.g. Top executives. It helps to resell the goods and pull the buyers to retailers. It offers a wide choice of channels for transmission of message such as visual (by sight) and oral. It is very useful to create maximum interest and offer adequate knowledge of the new product when the innovation is being introduced in the market.

It has often been said that in emerging market social media is the ideal advertising medium after television because of the following features. Social media reaches very large audience usually much larger than the audience of other media, and it does so in a short period of time. Hence advertisement on social media have high reachability, Advertisements on social media can be more creative because of the ability of social media the new way to convey the message with sight, sound and motion, and can give instant validity and prominence to a product or service.social media can easily reach the target

audience. Advertisement for children can be reached during e-learning platforms, for housewives during their leisure time, and all others during their prime viewing time. Hence, the advertisements on social media have high level of selectivity and flexibility with the use of graphics in advertisement, social media can attract the attention of viewers immediately.
Most of the advertisements on social media are using celebrities which help in familiarizing the product among the consumers. A distinct future of social media is its ability to demonstrate the product in its advertisement.

**About various Social Medias: -**

There are many social media platforms available today, each with its own unique features and audience. Here are some of the most popular social media platforms in 2024:

**Facebook**

Facebook: The largest social media platform in the world, with over 2.74 billion monthly active users 1. Facebook allows users to share posts composed of text, photos, videos, and GIFs that other Facebook users can comment on, share, and react to. It also offers features such as Facebook Live, Facebook 360, and Audience Insights.

**YouTube**

YouTube: The most popular video-sharing platform in the world, with over 2 billion monthly active users 1. YouTube allows users to post, comment on, and upvote or downvote music videos, TV shows, vlogs, educational content, live streams, movie trailers, and more. It also functions as a massive search engine, making SEO an important consideration for content creators .

**Instagram**

Instagram: A photo and video-sharing app with over 1.2 billion monthly active users 1. Instagram allows users to share photos and videos, add filters and captions, and interact with other users through likes, comments, and direct messages. It also offers features such as Instagram Stories, Reels, and IGTV 1.

**Twitter**

Twitter: A microblogging platform with over 330 million monthly active users 1.

Twitter allows users to post short messages called tweets, which can include text, photos, videos, and GIFs. Users can also interact with other users through likes, retweets, and replies 1.

**Linkedin**

Linkedin: A professional networking platform with over 740 million members 1. LinkedIn allows users to create a professional profile, connect with other professionals, and share content related to their industry. It also offers features such as LinkedIn Learning, LinkedIn Sales Navigator, and LinkedIn Recruiter 1.

**Snapchat**

Snapchat: A multimedia messaging app with over 500 million monthly active users 1. Snapchat allows users to send photos and videos that disappear after a short period of time. It also offers features such as Snap Map, Bitmoji, and Discover 1.

**TikTok**

TikTok: A short-form video-sharing app with over 1 billion monthly active users 1. TikTok allows users to create and share short videos set to music, as well as interact with other users through likes, comments, and shares. It also offers features such as Duets, Challenges, and Sounds 1.

**Pinterest**

Pinterest: A visual discovery and bookmarking platform with over 450 million monthly active users 1. Pinterest allows users to discover and save ideas related to their interests, as well as interact with other users through likes, comments, and boards. It also offers features such as Lens, Shop, and Trends 1.

**Reddit**

Reddit: A social news aggregation and discussion website with over 52 million daily active users 1. Reddit allows users to submit content, vote on it, and engage in discussions with other users. It also offers features such as subreddits, AMAs, and Reddit Premium 1.

**WhatsApp**

WhatsApp: A messaging app with over 2 billion monthly active users 1. WhatsApp allows users to send text messages, voice messages, photos, videos, and documents, as well as make voice and video calls. It also offers features such

as WhatsApp Web, WhatsApp Business, and WhatsApp Payments

## SIGNIFICANCE OF THE STUDY

Social media advertising informs, guides, educates as well as protects women buyers, so that they can buy intelligently and raise their standard of living. Most of the advertisements on social medias are using celebrities which help in familiarizing the product among the women. Social media advertising has the ability to deliver message to audience with particular demographic and socio-economic features. It shows the latest trends. Social media advertising is an important media to make aware women about product.

## LITERATURE REVIEW

It has been found in literature Social media advertising is an inseparable aspect of product promotion and serve as a measure tool in creating product awareness, pursuit potential consumers to take eventual decision.

1) Social media advertisements and their influence on consumer purchase intention,cogent Business & management volume 8,2021.Issue-I (url :tandfoline.com)

2) The Role of Social Media Content Format and Platform in Users' Engagement Behavior,First published online January 31, 2022(Journal of interactive marketing).

3) Effectiveness of advertisements in social media ,January 2017Asian Academic Research Journal of Multidisciplinary (7):179-190 Authors: Kathiravan C. Annamalai University.

4) Social Media Marketing: A Literature Review on Consumer Products Proceedings of the International Conference on Business & Information (ICBI) 2020

5) Impact of Social Media Advertisement on Consumer Purchase Intention with the Intermediary Effect of Brand Attitude Sadaf Latifa, Cemal Calicioglub Published 2020.

## OBJECTIVES

The specific objectives of the study are as under:

1. To find out women's attitude towards social media ads.
2. To highlight (emphasize) intended and unintended effects of social media advertising on women's behaviour, values.
3. To determine various factors those contribute to women's likeability of social media ads.
4. To know the impact of social media advertisement on women's.

## HYPOTHESIS

H1 =

Factors of social media advertising has significant impact on women's purchase decision with respect to FMCG, cosmetics and clothing products.

H2 = There Is Effect of social media advertising On Repurchasing, Interest In New Commercials

H3 = There Is Effect Of social media advertising On Promotional Offers Buying, On Spending

H4 = Social media advertising is an important media and make women aware about product and inform women to buy newly introduced product.

## RESEARCH METHODOLOGY

Research means search for facts in order to find answer to certain question or to find solution to certain problem. It is often referred to as scientific investigation. Research methodology is a way to systematically solve the research problem. It may be understood as science of

studying how research is done scientifically.

A) Source of Data Collection

**1) Primary Data:-**

Primary data may be defined as data specifically generated to meet the data needs of the problem on hand. Primary Data are created data. It is obtained by asking questions to respondent or by observing behaviour. Respondent can be interview personally on telephone through mail questionnaire. The research will be collected from the consumer from Nanded District through questionnaire.

**2) Secondary Data:-**

Secondary data mean the data that are available as the same is collected and analyzed by someone else. The Secondary data will be collected from library, published data available from magazine, newspaper, journals, internet etc.

**B) Sample Size:-**

To know TV advertising influence women, Separate questionnaire will be prepared and data will be collected from 200 respondents (Sample size) in Nanded District, on the basis of 95% confidence level and 5% margin of error (confidence interval).

**TOOLS & TECHNIQUES: -**

The analysis of the data is the most killed task in the research process. It call for the researcher owned judgment & skilled. Analysis means critical examination of the assembled and grouped data for studying the characteristics of the object under study & for determining the pattern of relationship among the variable relating to it. Both quantitative & non quantitative methods are used. However social research most often requires quantitative

analysis involving the application of various statistical techniques.

**Types of Statistical Measures: -**

The statistical measures used in statistical analysis may be categorized into.

a) Measures of central tendency-Mean, Median, Mode.

b) Analysis of variance - one way ANOVA, Two ways MANOVA.

c) Time series analysis-seasonal cyclical, Trend, erratic variation.

**SCOPE & LIMITATIONS: -**

Social media advertisement encourages them to purchase the particular brand over another. To purchase it more often and to purchase it in large quantities. Most importantly it gets people to talk about the brand. Continuous social media advertising may change positioning of the products in the minds of consumer. Social media advertising serves as a large basket of marketing objectives.

Social media advertising is used to provide short, sharp, impetus to sale. In this sense it is a short term practical technique which can be used to boost the sale during the promotion period because of the incentives effect.

While social media advertising can no doubt support the selling effort by providing an extra incentives to the consumer to purchase the product.

Consumer may hesitate to buy any brand without these attractions more important if social media advertising like prize off and premiums are frequently resort it to the image of brand may suffer. There is saying that while advertising builds up brand loyalty.

The limitations of the study are as follows:

1) The present study has geographical limitations. The study is limited to Nanded District in the state of Maharashtra.

2) The present study is based on the sample survey because of time and financial constraints. So it will carry some limitations of sample survey too.

3) The study is related with the time span of the year between 2022-2023 to 2023-2024.

**RESEARCH PALNNING:-**

1) INTRODUCTION.
2) RESEARCH METHODOLOGY
3) REVIEW OF LITRATURE
4) IMPACT OF SOCIAL MEDIA ADVERTISING.
5) CONCLUSION AND SUGGESTIONS
6) REFERENCES AND BIBLIOGRAPHY

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